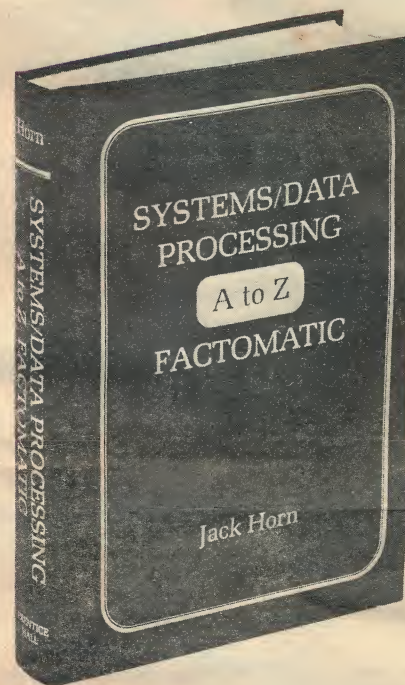


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Here's a simple, inexpensive way to put an end to the misunderstandings that foul up so many companies' systems/computer operations . . .



Dear Sir or Madam:

A man named Jack Horn has come up with a safeguard to cut out most of the frustrating errors and foul-ups that plague computerized systems operations in companies like yours.

The problem is the failure of communication between managers on the one hand, and data processing specialists on the other.

The two groups don't speak the same language.

Managers -- whether in top management, or operations, or finance -- speak Business English. But "Computerese" is the language of computer, data processing and systems people.

Each group habitually uses words and phrases the other doesn't understand precisely. This often leads to grievous mistakes in both giving -- and carrying out -- instructions for using the computer.

The solution for you and your operations -- regardless of which side of the language barrier you sit -- may well be Jack Horn's SYSTEMS/DATA PROCESSING A to Z FACTOMATIC. . .

. . .and you can find out for sure whether the FACTOMATIC can help you start really communicating with the "other side" by examining a copy, without cost or obligation.

(See last page for information on how to get an inspection copy -- no obligation)

AN A to Z ENCYCLOPEDIA AND A GUIDE TO COMPUTERIZED BUSINESS SYSTEMS

At first glance the FACTOMATIC looks like a dictionary, with some 2800 entries from "A address" to "zone punch."

But you see at once that most entries go far beyond a dictionary definition. Some go on for pages, with checklists, detailed explanations, charts and flow charts, diagrams, and illustrations.

For example, six full columns cover the job responsibilities of each of the 22 job functions in systems and data processing departments, from Data Processing Manager through Keypunch Operator.

Or, you get an eight-column coverage of computer language -- written by Jack Horn in Business English, of course. Also, not only a definition of COBOL, but complete lists of COBOL key words and COBOL optional words. And the same for all the other "languages" used in business and industry EDP.

Most important: SYSTEMS/DATA PROCESSING A to Z FACTOMATIC guides you in thinking and developing systems.

You get models for a systematic approach -- so there is no chance for error in designing, for example:

- a credit management system
- a customer statement flow chart
- a forms survey
- an income statement
- an order processing procedure
- a reorder flow chart
- a report analysis and evaluation, and much more.

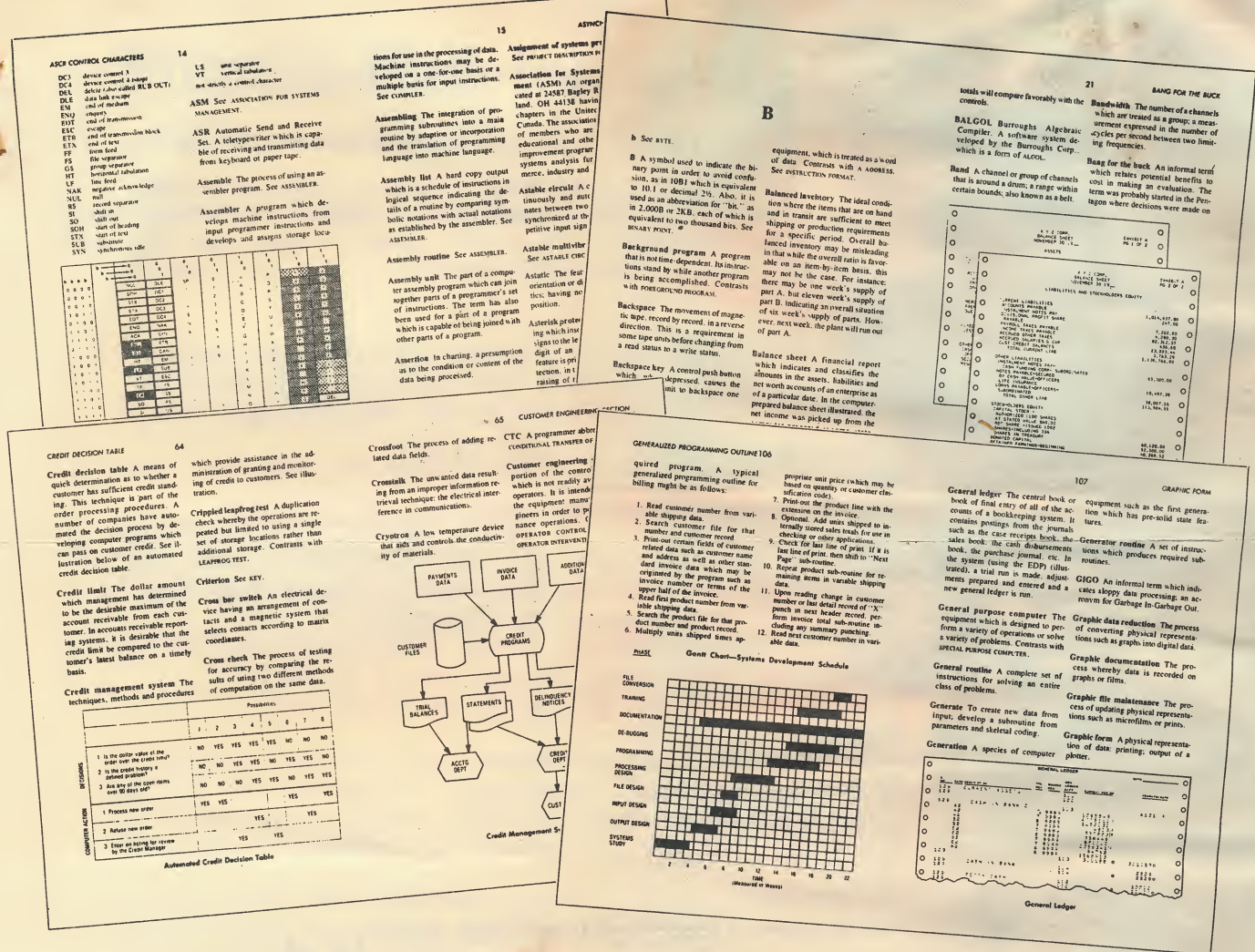
In short, SYSTEMS/DATA PROCESSING A to Z FACTOMATIC combines in one compact volume the quick look-up of a dictionary with the information value of an encyclopedia -- in which you will find:

- + precise definitions of terms commonly used by managers in accounting finance, marketing, purchasing, production -- and all the other functional areas of business. For example: Accounts Receivable, Balance Sheet, Credit Limit, defined so EDP people will understand what's meant.
- + accurate definitions of the technical terms in the "shoptalk" of computer people. For example: Access Time, Byte, Central Processing Unit, defined so the non EDP people will understand what's meant.

What's more, wherever the term designates something tangible -- a component, piece of equipment, business record, whatever -- the definition is expanded into a full explanation of basic purpose, how it works, who uses it, and so on. . .and with illustrations, to boot.

SYSTEMS/DATA PROCESSING A to Z FACTOMATIC is a translator -- interpreter, if you will -- that dissolves the language barriers between managers and EDP specialists. It allows each group to communicate with the other -- orally,

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Systems/Data Processing A to Z FACTOMATIC

an expert guide to the working language of management for computer people and computer jargon for managers

All MANAGERS need it **COMPUTER PEOPLE need it**

- whenever they write instructions to EDP people for reports they need from the computer
- whenever they review proposals for new systems, or modifications of existing systems
- whenever they evaluate proposed investments in computer hardware, software, or services
- whenever they must decide on a conversion from manual to EDP or full computer operation

- when making inquiries to line managers about specific kinds of information being sought from the computer
- when they are not absolutely clear on the meaning of verbal or written instructions from not-computer-trained managers
- when they must “educate” managers on the capabilities and limitations of the computer

and **BOTH GROUPS** need it when they meet to discuss any present or proposed use of the computer in their operations

or in writing -- in language that both of them understand.

And that is no small achievement.

But the FACTOMATIC serves numerous other purposes, as well. Managers will want to have it on hand when they delve into computer literature. Or when they review a proposal for an EDP installation. They will need it when considering an investment in software, and when deliberating whether or not to convert a system to the computer.

By the same token, systems and data processing personnel will need SYSTEMS/ DATA PROCESSING A to Z FACTOMATIC to make sure they are providing programs that truly meet the demands of management. Many of the illustrations are, as I have said, model formats for key operations reports.

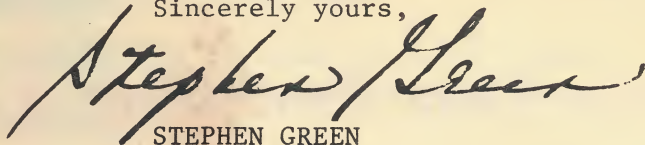
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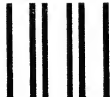
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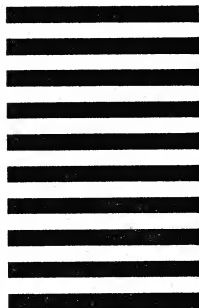
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